MERCURY

Advanced Skills in the Bid and Tender Management Process

13 – 17 December 2026
Istanbul (Turkey)



Dubai - UAE: +971 4 450 5697
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Ref: 15925_1080721 **Date:** 13 – 17 December 2026 **Location:** Istanbul (Turkey) **Fees:** 4900 Euro

Introduction:

The bid and tender management process is a cornerstone of successful procurement and business development. The ability to craft winning bids and manage tenders effectively in today's highly competitive environment can set an organization apart. This one-week course will equip professionals with advanced knowledge, tools, and techniques for excelling in this critical domain.

Through a combination of theoretical insights, practical exercises, and case studies, participants will master the end-to-end process of bidding and tendering. The Advanced Skills in the Bid and Tender Management Process course emphasizes strategic planning, meticulous proposal preparation, effective negotiation, and robust evaluation skills, all while ensuring compliance with legal and ethical standards.

The Advanced Skills in the Bid and Tender Management Process course offers training in tender management and bid management, equipping participants with essential bid management skills and practical tender management tools. It clarifies the definition of tender management and what bid management is. It delves into effective bid management strategies, solutions, and best practices. They will explore the tender management process, bid management processes, and advanced techniques for strategic bid management to improve outcomes in competitive environments.

This Advanced Skills in the Bid and Tender Management Process training provides actionable insights into industry-proven bid management tools and fosters the development of a streamlined bid management process. It is Ideal for professionals seeking expert knowledge in bid management definition and focuses on delivering impactful bid and tender management solutions to optimize organizational performance.

Targeted Groups:

This Advanced Skills in the Bid and Tender Management Process course is designed for professionals involved in the bid and tender process, including:

- Procurement managers and officers.
- Bid and proposal managers.
- Contract managers and administrators.
- Project managers.
- Sales and business development professionals.
- Professionals aspiring to enhance their skills in bid and tender management.

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Course Objectives:

Participants in this Advanced Skills in the Bid and Tender Management Process course will gain expertise in the following:

- Analyzing and identifying suitable tender opportunities.
- Preparing high-quality, compliant bid proposals.
- Applying effective negotiation strategies.
- Conducting cost estimation and financial analysis.
- Managing the tender evaluation process.
- Utilizing tools and technology for bid management.
- Enhancing communication and stakeholder management skills.
- Ensuring ethical practices in procurement and tendering.

Targeted Competencies:

Participants competencies in this Advanced Skills in the Bid and Tender Management Process training will gain expertise in the following:

- Strategic Bid Planning and Development.
- Comprehensive Tender Analysis and Evaluation.
- Advanced Negotiation Techniques.
- Risk Assessment and Mitigation in Tendering.
- Effective Stakeholder Communication.
- Compliance with Legal and Regulatory Frameworks.
- Costing and Financial Modelling for Tenders.
- Vendor Qualification and Selection Strategies.
- Contract Drafting and Management Essentials.
- Performance Monitoring and Post-Award Management.

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Course Content:

Unit 1: Foundations of Bid and Tender Management:

- Introduction to the Bid and Tender Process.
- Definitions, key terminologies, and importance.
- Types of bids: open, selective, negotiated.
- Understanding the Procurement Cycle.
- Key phases: initiation, planning, execution, and evaluation.
- Stakeholders' roles and responsibilities.
- Legal and Regulatory Frameworks.
- Contract laws and compliance.
- International tendering standards.
- Market Analysis and Opportunity Assessment.
- Identifying opportunities.
- Competitor analysis.

Unit 2: Crafting Competitive Bids:

- Developing a Bid Strategy.
- Aligning with organizational goals.
- Understanding client needs and expectations.
- Proposal Writing Techniques.
- Structuring compelling bids.
- Writing clear and persuasive executive summaries.
- Cost Estimation and Budgeting.
- Pricing strategies and breakdowns.
- Risk assessment in financial proposals.
- Quality Assurance in Bid Preparation.
- Reviewing and refining bid documents.
- Ensuring compliance with RFP/RFQ requirements.

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Unit 3: Advanced Tender Evaluation Skills:

- Tender Assessment Methods.
- Evaluating technical and financial proposals.
- Scoring and weighting criteria.
- Managing the Prequalification Process.
- Submission and evaluation of prequalification documents.
- Key factors for prequalification success.
- Ethics in Tender Management.
- Avoiding conflicts of interest.
- Anti-corruption measures.
- Case Studies and Group Exercises.
- Real-world tender evaluation scenarios.

Unit 4: Negotiation and Contract Finalization:

- Principles of Effective Negotiation.
- Strategies and techniques.
- Preparing for negotiation meetings.
- Communication Skills in Bid Management.
- Managing client and stakeholder interactions.
- Conflict resolution during the tender process.
- Contract Award and Finalization.
- Terms and conditions review.
- Awarding contracts and post-award communication.

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Unit 5: Post-Tender and Continuous Improvement:

- Post-Tender Activities.
- Debriefing unsuccessful bids.
- Managing successful bids and project initiation.
- Performance Metrics and Analysis.
- KPIs for tender success.
- Lessons learned for continuous improvement.
- Technology in Bid Management.
- Tools for bid tracking and management.
- Emerging trends and digital transformation.
- Final Project and Feedback Session.
- Group presentation of a bid response.